IN THE CLAIMS

1.   (currently   amended)   An   apparatus,——device
comprising:

a memory for storing a network device name, the
network device name being displayed on an exterior surface of
the apparatus; and

an interface that may be connected to a network
device, and

wherein when such that the interface is connected to
the network device, the network device name is stored in the
memory may be loaded into the network device and utilized by the
network device in communications across a network.

2.   (currently amended) The apparatus invention of
claim 1, wherein the network device name compromises a digital
representation of an alphanumeric name.

3.   (cancelled)

4.   (currently amended)   The apparatus invention of
claim 1, wherein the network device name comprises a digital
representation of a pictorial icon.

5.   (currently amended)   The apparatus invention of
claim 4, wherein the pictorial icon is displayed on the exterior
of the apparatus device.

6.   (currently amended)   The apparatus invention of
claim 1, wherein the network device associates the network
device name with its an address on the network address.

7.   (currently amended)   The apparatus~~invention~~ of claim 1, wherein the memory also stores a unique identifier.

8.   (currently amended)   The apparatus~~invention~~ of claim 7, wherein the unique identifier may be utilized as a network address in the network.

9.   (currently amended)   The apparatus~~invention~~ of claim 7, wherein the unique identifier is obtained from communications with a remote database.

10.   (currently amended)   The apparatus~~invention~~ of claim 1, further comprising a display capable of displaying the network address stored in the memory of the apparatus.

11.   (original) The apparatus of claim 1, wherein the interface further comprises a connector which can be plugged into an interface on the network device.

12.   (currently amended)   The apparatus~~invention~~ of claim 11, wherein the interface on the ~~network device~~ apparatus is adapted to be connected to a serial interface on the network device.

13.   (currently amended)   The apparatus~~invention~~ of claim 1 wherein the network is an Ethernet network.

14.   (currently amended) A method of addressing a network device comprising:
          affixing an electronically addressable tag storing a network device name to the network device, the network device name being visibly apparent on a surface of the electronically addressable tag;

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establishing an electronic connection between the network device and the electronically addressable tag storing a network device name;

loading the network device name stored in the electronically addressable tag into the network device; and

configuring the network device to utilize the network device name in communications across a network.

15. (currently amended) The method~~invention~~ of claim 14, wherein the step of configuring the network device further comprises the step of storing an association between the network device name and an address for the network device in a translation table.

16. (currently amended) The method~~invention~~ of claim 15, wherein the address for the network device is also stored in the electronically addressable tag.

17. (currently amended) The method~~invention~~ of claim 14, wherein the network device name comprises a digital representation of an alphanumeric name.

18. (cancelled).

19. (currently amended) The method~~invention~~ of claim 14, wherein the network device name comprises a digital representation of a pictorial icon.

20. (cancelled).

21. (currently amended) The method~~invention~~ of claim 14, wherein the network is an Ethernet network.

22.   (currently amended)   A method for use with one or more an addressable network devices comprising:

generating a network device name which may be utilized by the network device in communications across a network; and

storing the network device name in a tag as a digital representation of a pictoral icon that is displayed on the tag's exterior, the tag being adapted to be physically which may be connected to a first the network device such that the network device name may be loaded into the first network device and utilized to configure the first network device.

23.   (currently amended)   The method invention of claim 22, wherein the network device name comprises a digital representation of an alphanumeric name.

24-26.   (cancelled)

27.   (currently amended)   The method invention of claim 14, wherein the network is an Ethernet network.

28.   (new)   The apparatus of claim 1, wherein when the apparatus is physically moved and connected to another network device the network device name is loaded into the another network device and utilized by the another network device in communications across the network.

29.   (new)   The method of claim 14 further comprising:

moving the electronically addressable tag from the network device to another network device

establishing an electronic connection between the another network device and the electronically addressable tag;

loading the network device name stored in the electronically addressable tag into the another network device; and

activating an address discovery process that configures the another network device to use the network device name in communications across the network.

30. (new) The method of claim 29 wherein activating further comprises associating the network device with a unique identifier that identifies the another network device on the network.

31. (new) The method of claim 22 further comprising: removing the tag from the first network device; physically connecting the tag to a second network device; and initiating, by the second network device, a procedure to discover network device names associated with at least one more of the one or more addressable network devices connected to the network.

32. (new) The method of claim 31 further comprising establishing a record that associates network device names with the one or more network devices connected to the network.

33. (new) The method of claim 31 further comprising displaying the discovered network device names to a user.